

# CONSUMER RESPONSE UPDATE

November 2003: Issue N°21



## HIGHLIGHTS

- User sessions at OntarioTravel.net totalled 95,000 in November, growth of 9% over November 2002!
- In November, with 3 contests live, nearly 3 times the number of consumers registered with OntarioTravel.net over last November!
- To date, 51,176 consumers have opted to receive e-marketing material from OTMPC!
- As a result of OTMPC's 'sales push' and 'outbound campaign', user sessions with TourismPartners.com grew 93% over November 2002 to the highest level ever achieved with the site in a single month!

## CONSUMER WEB SITE – [www.OntarioTravel.net](http://www.OntarioTravel.net)

### User Sessions

- In November, 95,000 user sessions were recorded at OntarioTravel.net, an increase of 9% over November 2002!
- User sessions with the site were heaviest in volume during the first third of the month (Nov 1–10), when OTMPC's Fall contest was being advertised online.
  - During this Fall contest period, user sessions with OntarioTravel.net averaged 3,490 per day.
  - Following the contest close, user sessions for the remainder of November averaged just 2,834 per day.
- For the 11 months ended November 2003, user sessions with OntarioTravel.net increased 8% over the same months last year.

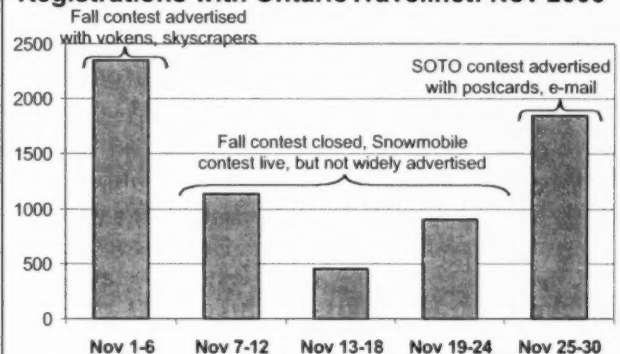
### Page Views

- Visitors to OntarioTravel.net viewed, on average, 4 pages per user session in November. Versus last November, this measure has improved; visitors to OntarioTravel.net viewed, on average, 3 pages per user session in November 2002.

## Consumer Registrations

- 6,682 consumers registered with OntarioTravel.net in November, nearly 3 times the amount (2,392) that registered in November 2002!
- Of consumer registrations in November, 39% were generated by OTMPC's Fall contest, which wrapped up in November and was live only for the period November 1–10.
  - Registrations November 1–10, averaging 264 per day, dropped to average 85 per day November 11–20 when the Fall contest closed. Though OTMPC's Snowmobile contest was live during this period, it was not broadly advertised.
- For the period November 21–30, when OTMPC deployed e-mail and postcards advertising its new SOTO contest, registrations picked back up to average 244 per day!
- As shown below, registrations with OntarioTravel.net were greater in November when OTMPC aggressively advertised its contests.

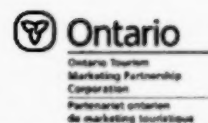
## Registrations with OntarioTravel.net: Nov 2003



- Also indicative of the effect of contests, the percentage of monthly OntarioTravel.net user sessions resulting in registrations has been higher this year with OTMPC contests in-market.

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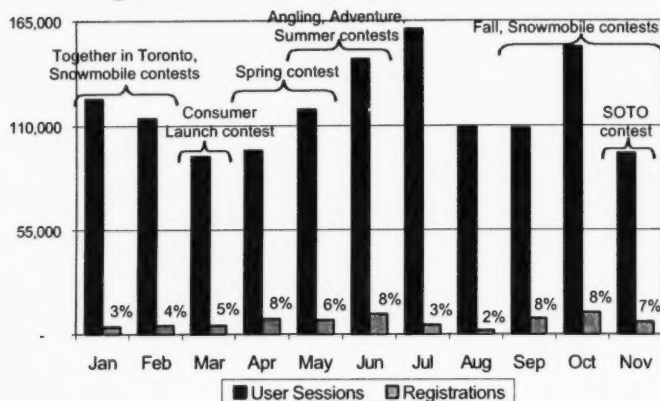
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▪ Conversely, the conversion rate of user sessions to registrations was lowest in 2003 in August (2%) and July (3%) when no OTMPC contests were in-market.

**Conversion Rate: User Sessions Resulting in Registrations with OntarioTravel.net, 2003**



▪ To December 2, 83,000 consumers had registered with OntarioTravel.net!

▪ Of those registered, 51,176 (62%) opted to receive e-marketing material from OTMPC!

### **PARTNERS WEB SITE – [www.TourismPartners.com](http://www.TourismPartners.com)**

▪ In November, 6,963 user sessions were recorded with TourismPartners.com, growth of 93% over November 2002! November's level of user sessions was the highest ever recorded in a single month with the site!

▪ The boost in user sessions seems a likely result of a push by OTMPC's sales team to solicit additional partner registrations (several hundred e-mails were distributed to industry members on November 19, reminding them of the November 24 deadline to register their free listings with OTMPC's 2004 Resource Guide; this type of a sales blitz was never before conducted) and of OTMPC's 'outbound campaign' (OTMPC's Call Centre contacted 1,205 partners November 19-24, encouraging them to update their listings with the site).

▪ User sessions with the site, averaging 162 per day November 1–18, jumped to average 507 per day November 19-21 during the sales blitz and outbound campaign. 710 user sessions were recorded on the site on November 24!

▪ The most downloaded file from TourismPartners.com in November was OTMPC's 2004-05 Partnership Opportunities Calendar (1,716 downloads).

▪ January to November 2003, user sessions with the site were up 28% over the same period last year.

### **Registered Partners**

▪ In November, 870 partners registered with TourismPartners.com, 2½ times the amount that registered in November 2002! November posted the highest number of registrations for a single month ever!

▪ To December 2, 4,800 partners had registered with TourismPartners.com.

### **CALL CENTRE**

▪ Calls to the Call Centre in November totalled 14,985, a drop of 24% over November 2002.

▪ Of calls to the Call Centre in November, 79% came from Canada; 21% came from the U.S.

▪ 88% of Canadian calls originated in Ontario.

▪ 58% of U.S. calls originated in the border states

▪ Of calls in November, 95 were placed to enter the SOTO contest.

▪ January to November, calls to the Call Centre declined 20% over the same period in 2002. The drop in calls has been occurring over the past few years as consumers are increasingly choosing the Web over the phone when seeking travel information. The drop can also be attributed to the shift in the call-to-action used in OTMPC advertising (from phone to Web) over the past year.

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## FULFILLMENT CENTRE

- In November, the number of fulfillment pieces distributed to consumers totalled 8,483, a slight drop (-3%) over pieces distributed last November.
- Of fulfillment pieces distributed in November, 31% were ordered through OntarioTravel.net.

### Top 5 Fulfillment Requests: November 2003

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map	1,754
2	Ontario Reference Guide	1,137
3	Fall Experience Guide	692
4	Snowmobile Paradise Guide	567
5	Adventure Ontario Guide	566

## ONLINE PUBLICATIONS

- Though more user sessions were recorded with OntarioTravel.net this November than last, less publications were downloaded. In November, 11,768 publications were downloaded, a drop of 9% over November 2002.
- Nonetheless, more Fall Events Guides (+7%) were downloaded this November over last.

### Top 5 Online Publications: November 2003

	Online Publication	Quantity Downloaded
1	Fall Events Guide	2,600
2	Ontario Reference Guide	2,517
3	Snowmobile Guide	2,348
4	Fall Colour Report	1,393
5	Fall Experience Guide	1,212

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